Bellabeat Marketing Strategy

Presentation overview

- Business Task

- Hypothesis

- Establish Metrics

- Analysis Visualizations

- Conclusion

Business Task

Turn this small fitness technology company into a larger player in the industry by improving marketing based on data-driven decisions

Hypothesis

There is a correlation between users who track their fitness data more often and a healthier lifestyle.

Metrics Used

Engagement Group

Categorizes users by the amount of days that they tracked either sleep, steps, and heart rate.
- High engagement
  - At least 60 days
- Medium Engagement
  - At least 40 days
- Low Engagement
  - Under 40 days

Calories

The amount of calories that were burned by users throughout the day

Sleep

The amount of sleep in minutes that users got throughout the night

Heart Rate

The average heart rate for the user throughout the day
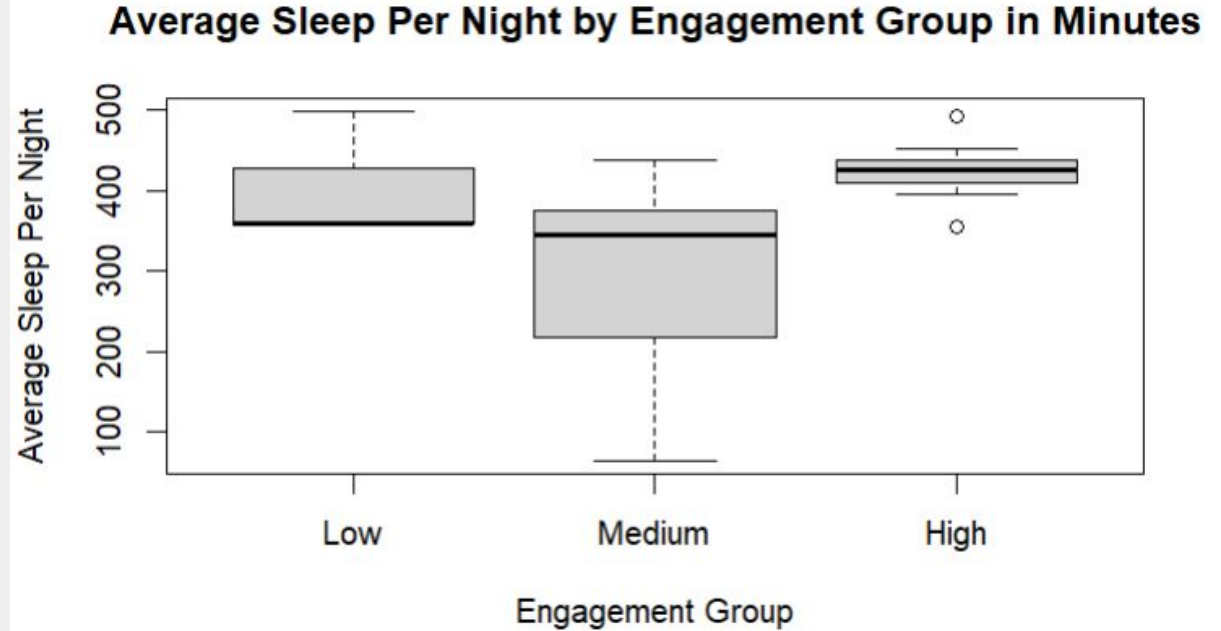
Analysis Visualizations

What are we looking for?

- We want to see if there is any correlation between tracking health data and real results.
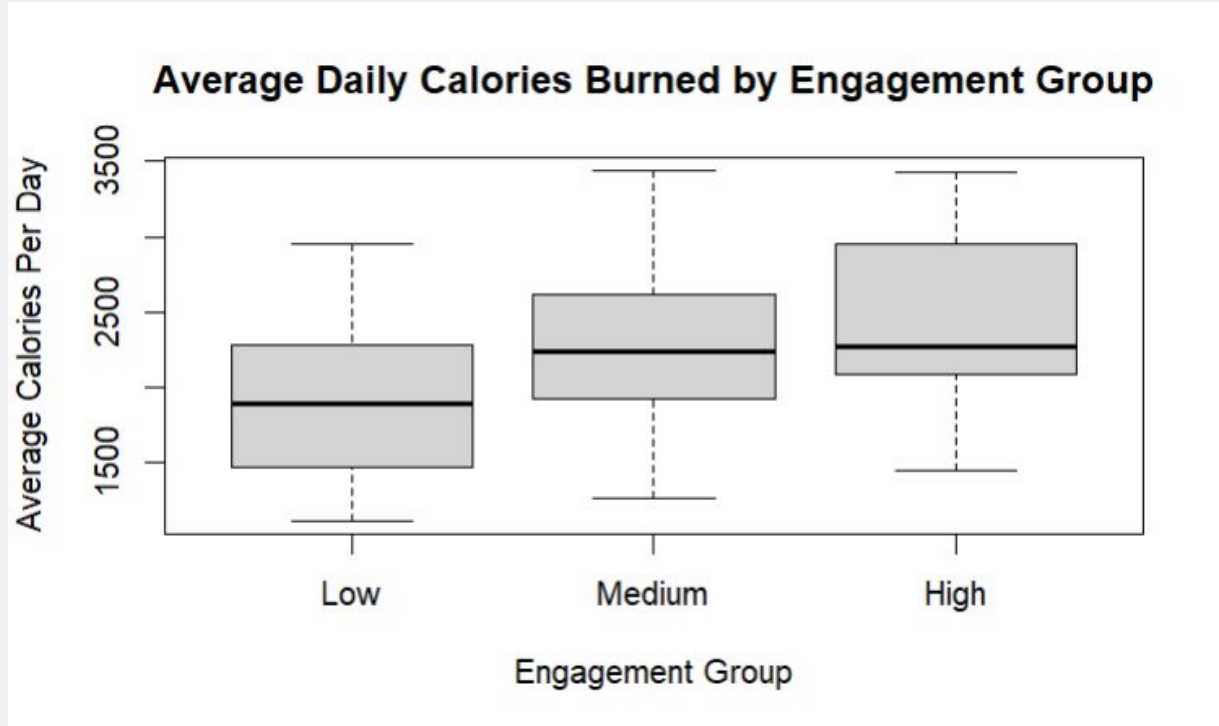- We will look at box plots that compare engagement groups to health metrics

Sleep

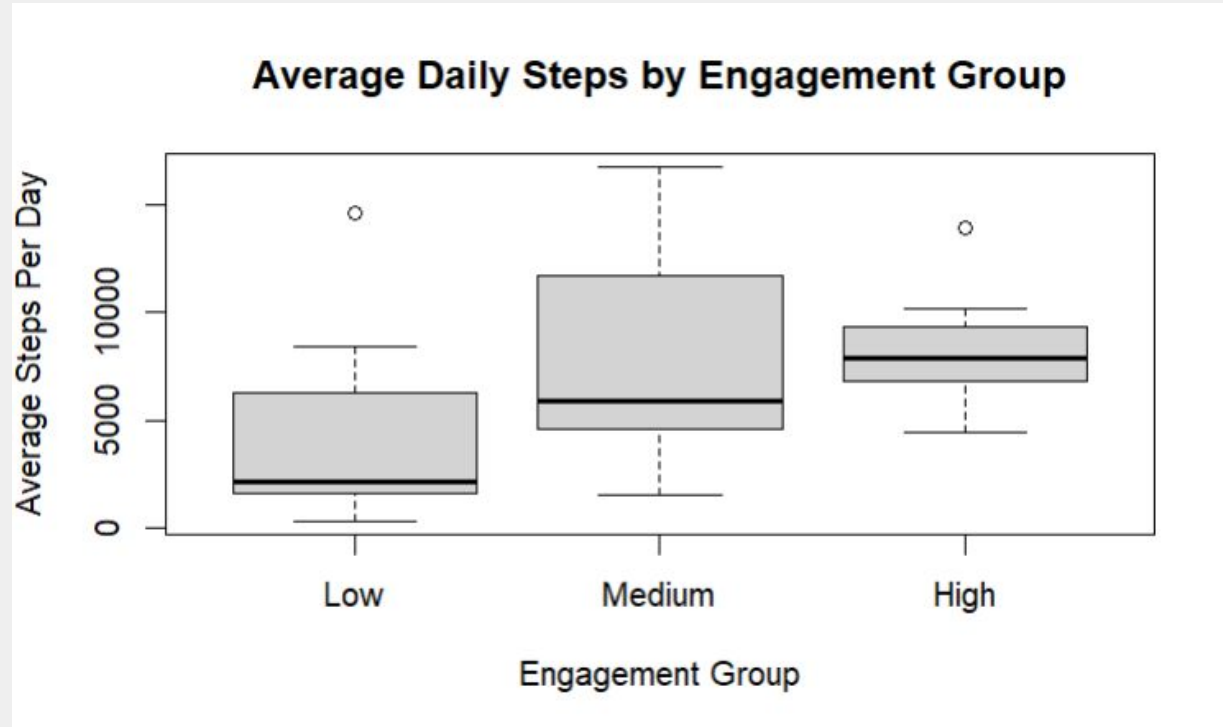- Highly active users have the highest medium sleep time

Average Sleep Per Night by Engagement Group in Minutes

Calories Burned

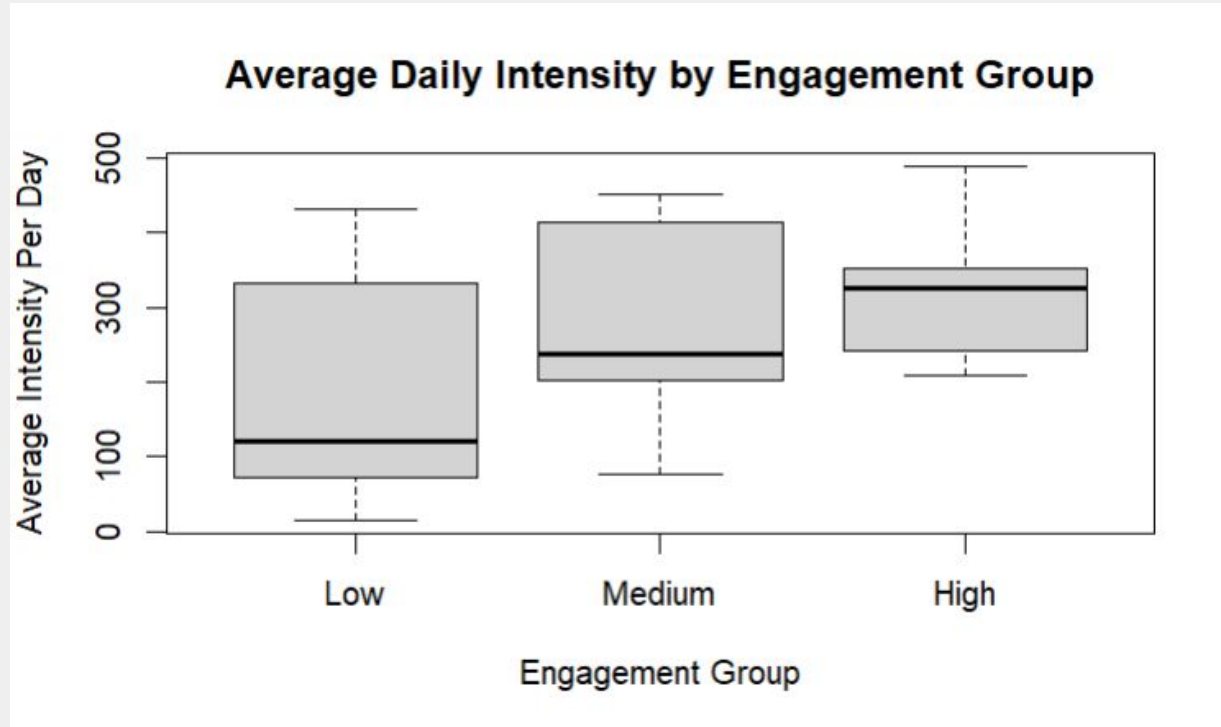- We see a clear positive correlation between higher engagement and calories burned per day

Average Daily Calories Burned by Engagement Group

Steps

- Again we see a positive correlation between higher step count and engagement group.
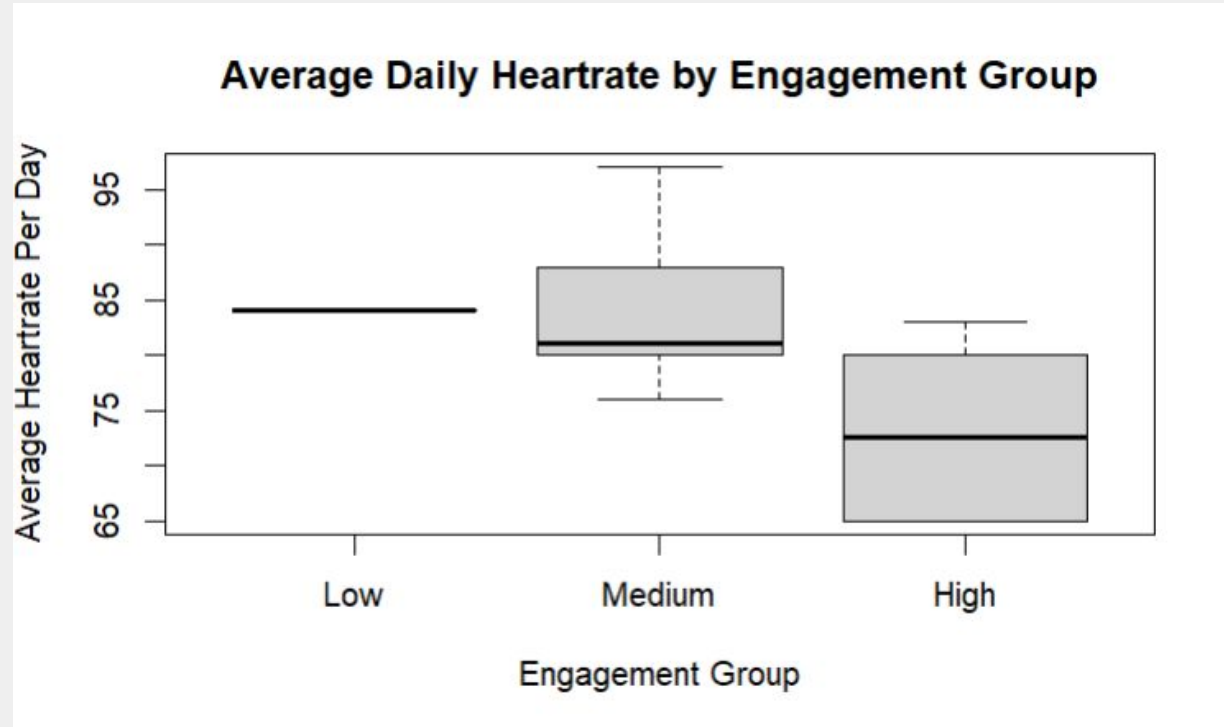

Average Daily Steps by Engagement Group

Intensity

- We see more positive correlation here by higher average intensity and higher engagement levels

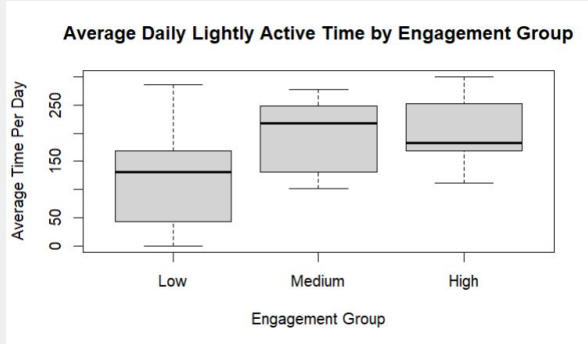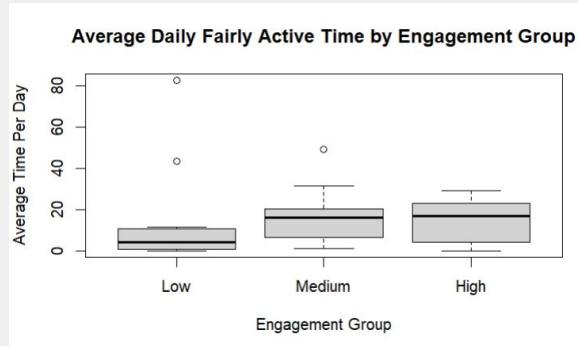Average Daily Intensity by Engagement Group

Heart Rate

- We see a negative correlation between heart rate and engagement level

Average Daily Heartrate by Engagement Group
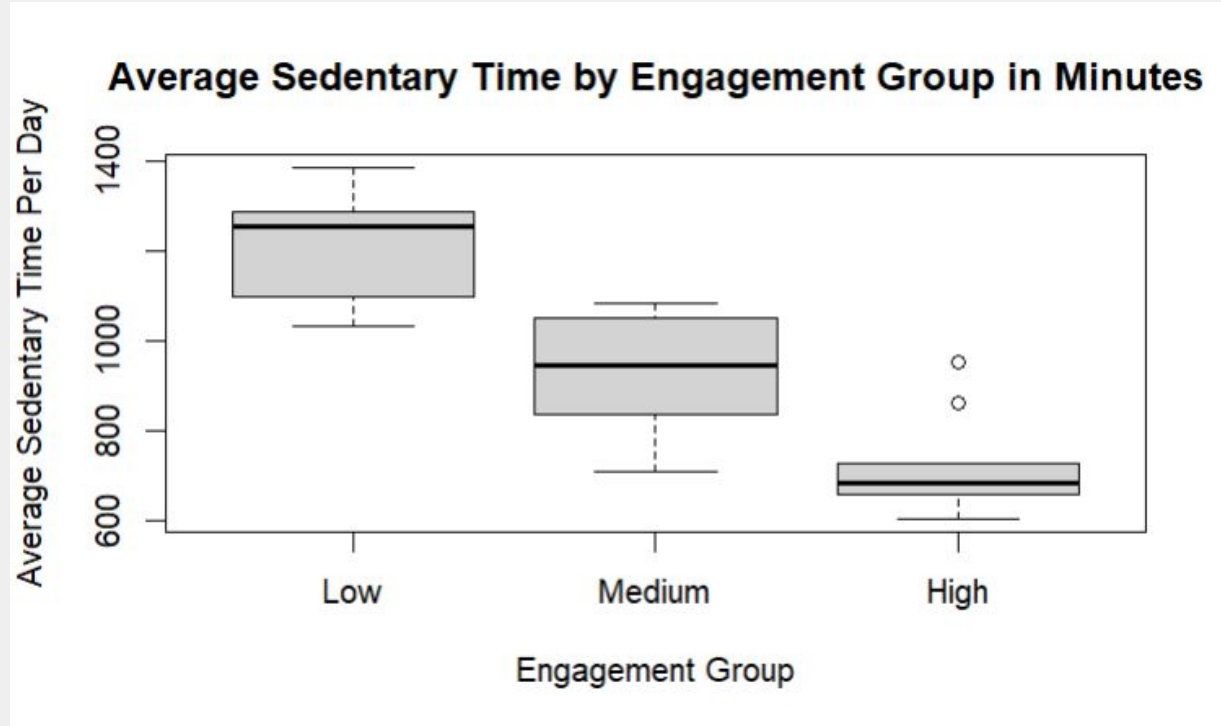
Activity Levels

Average Daily Lightly Active Time by Engagement Group

- There is a slight correlation between activity level and engagement level, but there is a piece missing here.

Average Daily Very Active Time by Engagement Group

Average Daily Fairly Active Time by Engagement Group

Sedentary Time (The Missing Piece)

- There is a very strong negative correlation between the time users spend sedentary and the amount that they track their health metrics

Average Sedentary Time by Engagement Group in Minutes

Conclusion

Tracking health metrics is a great way to help you reach your fitness goals. How can we leverage this knowledge to market our product?

- Create a new advertisement that briefly explains or mentions the correlation between a healthier lifestyle and people who track health metrics

- Show how easy it is with the app and how stress free it is to track

- Display the app as well as the product so the customers know that they can also be fashionable while being obtaining their goals

Any questions?

Thank you!